BLACK V.S.

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FOR YOUR INFORMATION

KAREN MARRYSHOW

DATE: March 5, 1996

TO: Distribution

SUBJECT: Virginia Slims African-American Media Plan

Attached is the final 1996 Virginia Slims African-American media plan developed by Advertising Experti.

The plan was developed based on a African-American media budget of $1.5mm. Please note that we are slightly over budget ($5,600) due position upgrades (cover positions). *Signature Bride* and *Today's Black Woman* have also been added to the plan.

If you have any questions, please call.

Thank you.

Distribution

PMUSA	LB
S. Rush	B. Timmins
W. Marin	A. Zwierzchowski
R. Schneider	~~J. Bowers~~
R. Simons	

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